THE CLAIMS

1.   (Currently amended)   A method for customizing a channel, the method comprising:

creating a channel guide for a new channel that supports communication of media, said new channel comprising ~~called~~ a media channel;

populating, at a first location, said channel guide for said new media channel with information identifying mixed media content, wherein said populated channel guide may be pushed to a second location; and

~~at least~~ one or both of:

displaying said information identifying said mixed media content within said channel guide; and/or

communicating said mixed media content via said new media channel.

2.   (Original)   The method according to claim 1, wherein said mixed media content comprises at least one personal media content and at least one broadcast media content.

3.   (Currently amended)   The method according to claim 2, ~~further~~ comprising receiving said at least one broadcast media content from at least one third (3rd) party broadcaster.

4.   (Currently amended)   The method according to claim 3, ~~further~~ comprising storing said received at least one broadcast media content.

5.   (Currently amended)   The method according to claim 4, ~~further~~ comprising linking said stored at least one broadcast media content to a portion of said information identifying said mixed media content which corresponds to said at least one broadcast media content.

6.   (Currently amended)   The method according to claim 2, ~~further~~ comprising storing at least a portion of said at least one personal media content.

7.   (Currently amended)   The method according to claim 2, ~~further~~ comprising identifying said at least said one personal media content.

8.   (Currently amended)   The method according to claim 7, ~~further~~ comprising associating said identified at least one personal media content with a portion of said information identifying said mixed media content which corresponds to said at least one personal media content.

9.   (Currently amended)   The method according to claim 2, ~~further~~ comprising scheduling within said created channel guide, at least one of said at least one personal media content and said at least one broadcast media content for presentation.

10.   (Currently amended)   The method according to claim 9, ~~further~~ comprising assigning ~~at least~~ one or both of a date and/or a time within said created channel guide for said presentation of said at least one personal media content and said at least one broadcast media content.

11.   (Currently amended)   A machine-readable storage having stored thereon, a computer program having at least one code section for customizing a channel, the at least one code section being executable by a machine for causing the machine to perform steps comprising:

creating a channel guide for a new channel that supports communication of media, said new channel comprising ~~called~~ a media channel;

populating, at a first location, said channel guide for said new media channel with information identifying mixed media content, wherein said populated channel guide may be pushed to a second location; and

~~at least~~ one or both of:

displaying said information identifying said mixed media content within said channel guide; and/or

communicating said mixed media content via said new media channel.

12. (Original)   The machine-readable storage according to claim 11, wherein said mixed media content comprises at least one personal media content and at least one broadcast media content.

13. (Currently amended)   The machine-readable storage according to claim 12, ~~further~~ comprising code for receiving said at least one broadcast media content from at least one third (3rd) party broadcaster.

14. (Currently amended)   The machine-readable storage according to claim 13, ~~further~~ comprising code for storing said received at least one broadcast media content.

15. (Currently amended)   The machine-readable storage according to claim 14, ~~further~~ comprising code for linking said stored at least one broadcast media content to a portion of said information identifying said mixed media content which corresponds to said at least one broadcast media content.

16. (Currently amended)   The machine-readable storage according to claim 12, ~~further~~ comprising code for storing at least a portion of said at least one personal media content.

17. (Currently amended)   The machine-readable storage according to claim 12, ~~further~~ comprising code for identifying said at least ~~said~~ one personal media content.

18. (Currently amended)   The machine-readable storage according to claim 17, ~~further~~ comprising code for associating said identified at least one personal media content with a portion of said information identifying said mixed media content which corresponds to said at least one personal media content.

19.   (Currently amended)   The machine-readable storage according to claim 12, ~~further~~ comprising code for scheduling within said created channel guide, ~~at least~~ one or both of said at least one personal media content and/~~or~~ said at least one broadcast media content for presentation.

20.   (Currently amended)   The machine-readable storage according to claim 19, ~~further~~ comprising code for assigning ~~at least~~ one or both of a date and/~~or~~ a time within said created channel guide for said presentation of said at least one personal media content and said at least one broadcast media content.

21.   (Currently amended)   A system for customizing a channel, the system comprising:

at least one processor that creates a channel guide for a new channel that supports communication of media, said new channel comprising ~~called~~ a media channel;

said at least one processor populates, at a first location, said channel guide for said new media channel with information identifying mixed media content, wherein said populated channel guide may be pushed to a second location; and

~~at least~~ one or both of:

said at least one processor causing display of said information identifying said mixed media content within said channel guide; and/or

said at least one processor communicating said mixed media content via said new media channel.

22.   (Original)   The system according to claim 21, wherein said mixed media content comprises at least one personal media content and at least one broadcast media content.

23.   (Original)   The system according to claim 21, wherein said at least one processor receives said at least one broadcast media content from at least one third (3ʳᵈ) party broadcaster.

24.   (Original)   The system according to claim 23, wherein said at least one processor stores said received at least one broadcast media content.

25.   (Original)   The system according to claim 24, wherein said at least one processor links said stored at least one broadcast media content to a portion of said information identifying said mixed media content which corresponds to said at least one broadcast media content.

26.   (Original)   The system according to claim 22, wherein said at least one processor stores at least a portion of said at least one personal media content.

27.   (Original)   The system according to claim 22, wherein said at least one processor identifies said at least said one personal media content.

28.   (Original)   The system according to claim 27, wherein said at least one processor associates said identified at least one personal media content with a portion of said information identifying said mixed media content which corresponds to said at least one personal media content.

29.   (Currently amended)   The system according to claim 22, wherein said at least one processor schedules within said created channel guide, at least one or both of said at least one personal media content and/or said at least one broadcast media content for presentation.

30.   (Original)   The system according to claim 29, wherein said at least one processor assigns at least a date and a time within said created channel guide for said

presentation of said at least one personal media content and said at least one broadcast media content.

31. (Currently amended) The system according to claim 21, wherein said at least one processor is ~~at least~~ one or more of a media processing system processor, a media management system processor, a computer processor, media exchange software platform processor and/or a media peripheral processor.

32. (New) The method according to claim 1, wherein said populating is based on one or both of a user profile and/or a request for at least a portion of said mixed media content.

33. (New) The method according to claim 1, comprising pushing at least a portion of said populated channel to said second location.

34. (New) The method according to claim 1, comprising pushing at least a portion of said populated channel to said second location in exchange for at least a portion of a second populated channel guide associated with a second media channel created at said second location.

35. (New) The machine-readable storage according to claim 11, wherein said populating is based on one or both of a user profile and/or a request for at least a portion of said mixed media content.

36. (New) The machine-readable storage according to claim 11, comprising pushing at least a portion of said populated channel to said second location.

37. (New) The machine-readable storage according to claim 11, comprising pushing at least a portion of said populated channel to said second location in exchange for at least a portion of a second populated channel guide associated with a second media channel created at said second location.

38.   (New)   The system according to claim 21, wherein said at least one processor populates said channel guide based on one or both of a user profile and/or a request for at least a portion of said mixed media content.

39.   (New)   The system according to claim 21, wherein said at least one processor pushes at least a portion of said populated channel to said second location.

40.   (New)   The system according to claim 21, wherein said at least one processor pushes at least a portion of said populated channel to said second location in exchange for at least a portion of a second populated channel guide associated with a second media channel created at said second location.